

MANAGEMENT OF PERSONNEL SUPPORT IN THE SPHERE OF PHYSICAL CULTURE AND SPORTS IN THE NEW SOCIO ECONOMIC CONDITIONS

Ikramova Indira Zufarovna

Uzbekistan State University of physical education and sports, master's degree

Annotation: The main purpose of the article is to generalize and systematize possible measures of state support of private investment in the sports industry in Russia, both at the Federal and regional levels. The forms of public-private partnership in the designated area, development trends and measures of state support existing both at the Federal and regional levels are investigated. Based on the analysis of the ongoing projects, as well as legal mechanisms that ensure the rights of investors in the Russian Federation, the conclusions are made about the need to improve the mechanisms of support for public-private partnership in the field of physical culture and sports. When implementing such projects, it is necessary to take into account the specifics of this sphere, while it is advisable to determine transparent and unambiguous criteria for the allocation of public funds.

Key words: Development trends and measures of state support, specifics of this sphere, Federal and regional levels

Introduction

People can also be controlled. Only people are the most complex and changeable object of management. Human resource management is a long time no longer dusty folders with ropes in lop-side cabinets. Ways to influence people also change. Try to threaten a hipster from generation Y with an administrative penalty, or simply say the magic words "you should." And watch his reaction. Most likely, he will shrug and leave. From the company.

Whips or gingerbreads, pistols or carrots? Or preferably all together and at the same time? We deal with administrative, economic and social methods of personnel management: what is the essence and what works better. All of them are directly related to the most important tools in the field of human resources - motivation and stimulation.

For the first time in the world experience, the targeted development of physical and mental resources and their effective the management system was founded in Uzbekistan, with positive results based on its introduction into practice won. From the first days of independence in our country particular attention was paid to the issues of effective management of resources. "Physical education and sports it is a huge factor in the achievement of a person not only physical, but also spiritual perfection. He will worship, it teaches a person to strive for a clear goal, to withstand difficulties and to cope with endurance. Human being nurtures confidence, pride and pride feelings of victory in the heart, people's fame to the world the role of sports in glorifying, educating young people in the military - patriotic spirit 15 is incomparable.

A nation with healthy, educated and selfless children will certainly restore its great future. Therefore in order to ensure the popularity of physical education and sports, it is necessary to develop a harmonious personality an important condition of upbringing is the " purposeful development of physical and mental resources and their the effective management system of our people is the prosperity, the peace of the country and the prosperity of the people like being formed through the process of accomplishing noble goals. "Sports are not for sports, first of all, for people, educating them as individuals who are both physically and spiritually perfect for peace, friendship and cooperation of all people on Earth, for happiness must serve". In this regard, the following strategic directions have been identified:

- Physical-mental approach to resources as a priority issue at the level of Public Policy;
- Physical-social development and implementation of an effective resource management system
- Priority development of mass sports, professional sports

talent support;-socio-economic development of physical and mental resources, human its great importance, high status and importance in ensuring national security provide specific position, create relevant conditions in this direction;

- Market relations in this area and to achieve the development of the principles of social management. 16 physical resources in the past period it is also great for creating the legal and regulatory framework for targeted development and effective management importance was given. To the work of effective management of physical-mental resources, as described above on the basis of methodological requirements, the achievement of the approach as a holistic system the effectiveness of its activities it was an important factor of supply. Approaches and disciplines to the study of culture, which will allow revealing their connotations the Featured General routes are of particular importance. The occurrence of sports theory and its formation is closely related to the object needs of the social system. But next time, sports among the theoretical developments with the requirements of practice as the movement develops rapidly inconsistencies began to arise.

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